

## **Bazaar launches a mobile game to promote its BIGGEST property 'Sabse Saste 5 Din'**

~ By playing the game consumers can win shopping vouchers up to Rs.1 Crore ~

~ Top 100 Highest scorers get Free Shopping ~

**National, 17<sup>th</sup> January 2017:** Big Bazaar, one of the leading hypermarket chain from Future Group for the **first time creates a mobile game** to promote its mega property, 'Big Bazaar Sabse Saste 5 Din'. Designed and executed by **L & K Saatchi & Saatchi**, Big Bazaar's '**Deal Skyfall – Sabse Saste 5 Din**' game is set to **transform the shopping experience** in India. Consumers and gamers can play the game and win shopping vouchers worth up to **Rs. 1 crore**.

Revolutionising the shopping experience in India, Big Bazaar started the first ever Republic Day Sale in 2006, which has over the years come to be known as Sabse Saste Din. Celebrating the **12<sup>th</sup> successful year of Sabse Saste 5 Din**, Big Bazaar has owned the period around Republic Day and has been a trendsetter. Big Bazaar is the only brand to offer the **BIGGEST** shopping days, with a presence of around **250 stores PAN India**. Additionally, it is the **only brand to offer largest range of offers across all categories**.

Commenting about how a game will change the way consumer's shop, **Pawan Sarda, Group Head- Digital - Future Group** said, "With Deal Skyfall – Sabse Saste 5 Din game we want to reach out to the hidden consumer in everyone. Be it a gamer, a next gen consumer, mobile addicts or our huge base of loyal consumers, the game can be played by one and all. It is a simple and rewarding game, where your points in virtual world get you a chance shop in the real world for free."

Talking about the game **Anil K Nair, Managing Partner, L & K Saatchi & Saatchi** said, "Deal Skyfall – Sabse Saste 5 Din game is a unique way in which a household brand like Big Bazaar is promoting one of its biggest properties. We have kept the game simple and is sure to get many addicted and win as many vouchers they like."

The Deal Skyfall Sabse Saste 5 Din mobile game has the groups iconic Chidya as a playable character. The game consists of five levels and will change from one to the other on preset scores. The speed at which the products appear on screen will keep on increasing along with the frequency of obstacles as the level increases. The game will have various deals. Each deal will have its own value/points. The user will be awarded a reward for crossing a

predefined score and they can redeem the voucher code from the rewards section of the game on 23<sup>rd</sup> January 2018. Big Bazaar's 'Deal Skyfall – Sabse Saste 5 Din' game is available on **App Store, Playstore and [www.bigbazaar.com](http://www.bigbazaar.com)**.

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group, having presence in over 100 cities across the country. With its motto of "Making India Beautiful", Big Bazaar ensures that all the products are of good quality and offered at the lowest prices. Promising 'more for less', Big Bazaar, offers 1.6-lakh mass-market product ranges that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals, make the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

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